

June 14, 2001

Ms. Whitney Rick  
Chief, Research & Promotion Staff, Cotton Program  
Agricultural Marketing Service, USDA  
1400 Independence Avenue, SW  
Washington, DC 20250

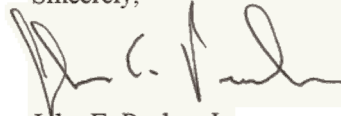
Dear Ms. Rick,

I would like to express my support for the cotton research & promotion program. Cotton Incorporated has done an outstanding job in building up the demand for cotton and cotton products over the past 25 years. Take a look at a graph showing the increase in cotton consumption in the U.S. over that period and I think it dramatically demonstrates the value of Cotton Incorporated's programs. On a per capita basis, the U.S. has much higher cotton consumption than other countries with similar per capita income. The major difference is that the U.S. has an active promotion program for cotton and the other countries do not. If the other developed countries consumed cotton like the U.S., we would have trouble growing enough cotton to meet that demand.

We are going through some very difficult economic times in the cotton industry at the present time. The amount of money any grower would get back if there was no program would make little difference in the survival of an individual farm. But with a program and all of our money pooled together, we can make a difference.

I think a referendum at this time is unnecessary. There is no ground swell in the country-side to change or do away with the cotton research program. All of the major cotton grower organizations across the Belt support the program. A referendum would be very expensive and would take money out of the program that could be better spent promoting cotton.

Sincerely,



John E. Pucheu Jr



Docket number (CN-01-002), March 26, 2001, page number 16440 and 16441 of the Federal Register, volume 66.

JOHN E. PUCHEU, JR.  
P R E S I D E N T  
PUCHEU BROS. RANCH, INC.  
25253 W. MARTIN AVE.  
TRANQUILLITY, CA 93668  
  
OFFICE (209) 698-5192  
MOBILE (209) 246-5648  
FAX (209) 698-7410